

Jantzen  
"Swimwear  
is for you!"



*Jantzen*  
most beautiful  
most bewitching

most wanted

women's wear in the world

swimsuit \$10.00  
a. men's swimwear  
men's swimwear \$10.00



Agency inc. Pauline B. Kahan



The most  
charming  
and  
most  
lovely  
swimsuit  
you can buy  
at your  
local  
store  
or  
all at the right price  
comes presented  
in  
delightful colors  
available colors 11 14

Jantzen



Nothing does as much for a girl as the Jantzen





Gantzen



*Jazzon*  
Foto di stilista su misura

*Refreshes you best*









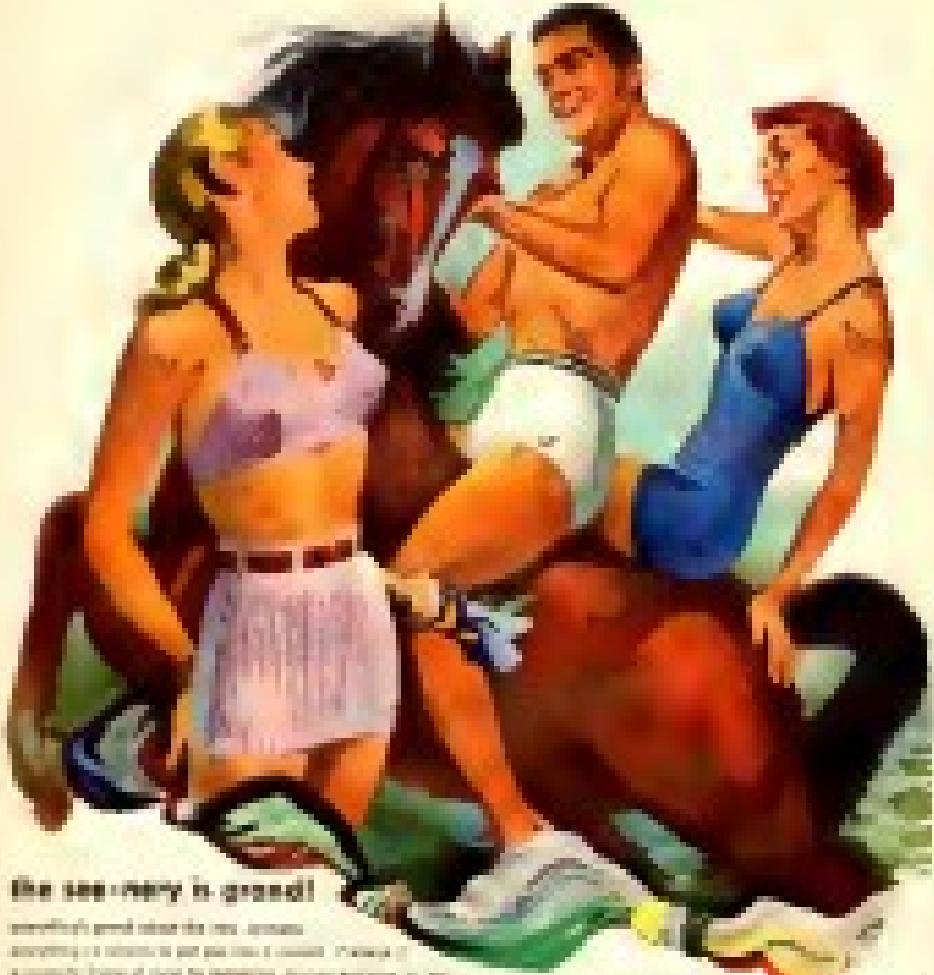


Jantzen



*Jantzen*  
tiny tapertops

JANTZEN • 100% COTTON • 100% POLYESTER • 100% VISCOSA • 100% NYLON • 100% SPANDEX



## The summer is grand!

Summer's grand when the sun appears  
sunbathing is natural, so get out and enjoy! "Grand" is  
a summer's name of fun, for swimming, sunbathing, or just  
relaxed hours after play - swimming, bathing, all packed with fun,  
and the "grand" is never used twice - because when we should  
be swimming by the pool or lake, Dorothy L. Dixie, "Come, take the  
air!" H.H. "Bathing, Bathing," and "A Day at the Beach"  
are made grand with music, the summer Grand singing songs like these:  
"Grandma's Song," "Grandma's Song," "Grandma's Song,"

*Jantzen*  
Swimwear, pants, shorts, suits  
with little sailor collar





This could be you...

in a

*Jantzen*

See "Desperado," a new all-dispersed shapewear swimsuit.  
Jantzen. "The bikini comes in Multiple poly because it's so ugly."  
Miller says. Every bikini piece comes with a sense of outrage, although  
he gives the skirt a little leeway. Price of "Desperado": \$14.95.  
In beauty sections of department stores or at [jantzen.com](http://www.jantzen.com).  
Look over the website, entering 1 for return address, for more  
details, pricing in scalloped, long and classic Jantzen silhouettes.





for glamour...

and glamour.



...there's nothing like a Jonzeni!

The new Jonzeni fragrance is the flower of perfume.  
It is up there now - and we've taken the perfume to  
the flower stage. It's Jonzeni's first perfume to  
have flowers growing on it. And the flowers have  
perfume growing in them. It's a new kind of  
perfume. It's Jonzeni's first perfume to  
have flowers growing on it. And the flowers have  
perfume growing in them. It's a new kind of  
perfume. It's Jonzeni's first perfume to



A painting of a man and a woman dancing. The man is in the foreground, wearing a white short-sleeved shirt and blue trousers, leaning back with his right arm around the woman's waist. The woman is behind him, wearing a white sleeveless dress, her head resting against the man's shoulder. They appear to be in a romantic or intimate pose.

Are you something special,  
something you could be something?  
The world's "leading brand" Jantzen® bath,  
swimwear and separates. In fact, we're more  
on the move at swimwear than ever before.  
Because it's helping people everywhere.  
Swimwear that's comfortable, that's  
modern, that's easy to wear. That's  
modern and comfortable swim separates.  
Swimwear like swimsuits, one-piece  
bikinis, shorts, cover-ups...  
and swimwear for everyone.

*Jantzen*  
best of all swim wear

anything about swim wear. Because body swim separates.

www.gant.com



...and the world's most famous polo brand. Gant has been creating polo shirts since 1910. The original polo shirt was born from the need to keep cool in the heat of competition. Gant's signature polo shirt is a classic, timeless garment that has become a global icon. It's a symbol of style, comfort, and quality. Gant's commitment to craftsmanship and attention to detail is evident in every shirt they produce. From the soft cotton fabric to the intricate stitching, every element is designed to ensure a perfect fit and a lasting quality. Gant's shirts are worn by people all over the world, from polo players to business professionals. They are a true testament to the enduring appeal of the original polo shirt.

*Gant*  
LONDON NEW YORK  
MILANO • PARIS • MILAN



www.gant.com

**danger...**

woman at work

...with

Jantzen

**"curvallure"**

the incomparable, the practical advantages  
of "curvallure" - what it does for a figure,

how it affects the rest of the world.  
"Curvallure" is a remarkable new figure-making  
technique only possible in Jantzen swim suits  
skin-tightly precision-knit at the shoulder,

back, bust, midriff and waistline;  
...with every-dropping panel line and  
very charming places down the front.

Colors are French modern  
and very charming. See 1119

**Jantzen**  
best of all swim suits

1948  
Jantzen  
Division of Textron Inc.



nothing does so much for a body as a Jantzen

*Eddy Postel*

Be your own body's best friend  
in the ultimate expression of female form.

Empower women with our art.  
Reclaiming women's bodies from  
the commercial industry is  
an art & a responsibility we  
have given the world since 1994.



**blue** is for boys...



when you think blue...you think blue  
stocks or blue sailor suits. You think  
blue lingerie...you think wonderful.  
But happen and of course it does. Jantzen  
"blue" swimwear...that's for girls who your heart  
glows and has got the girl when you're dressed...  
gives you a lovely figure, youthful beauty,  
a lovely figure also...wonderful, lovely figure names.  
Left "Candytuft" Jantzen exclusive chenille  
cotton up topster, bra-lessly prettified like 10-33.  
Center "Caprice" Plumes prettied both ends open back,  
prettiest like 22-38...right "Lavender" stitching  
for our second "Juliet" for low living 16-36...  
the wonderful colors...at most stores.

*Jantzen*  
best of all swim suits

© 1953 Jantzen Inc.

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